



# City of Alexandria Aquatic Facilities Master Plan

Presented By:

Kimley-Horn  
and  
Counsilman ▪ Hunsaker

May 4, 2011



# Aquatic Master Plan Team

- Kimley-Horn – nationally known engineers, aquatics designers, and park planners
- Counsilman-Hunsaker – the leading aquatic planning and design firm in the United States



# *Nationwide Aquatics Experience!*



# Aquatic Master Plan Tasks

Phase 1

- Task 1 – Preliminary Needs Analysis (Data Collection)
- Task 2 – Preliminary Financial Impact Analysis

Phase 2

- Task 3 – Complete Needs Analysis (Goals/Objectives/Public Meetings)
- Task 4 – Conceptual Plan
- Task 5- Financial Impact Analysis
- Task 6– Final Report and Presentations



# Master Plan Phase 1

- Review existing pools
- Map existing facilities and area providers
- Conduct demographic research
- Benchmark aquatic facilities
- Initial program development
- Preliminary financial impact



# Task 1 – Preliminary Needs Analysis

- Review Existing Pools
- Types of Aquatic Programming
  - History of Aquatics
  - Develop Common Vocabulary
  - Example Facilities
- Aquatic Master Planning Trends
- Needs and Goals Discussion



# Existing Facilities

- **Indoor**

Chinquapin (25M/8Lane/Dive Well) 1985

- **Outdoor (Community)**

Charles Houston (Therapeutic/Instruction) Updated 2009

Old Town (25 Yd “L”/Dive Well/6 Lane/Training Pool) 1975?

Warwick (Irregular “L”/Dive Well/Wading Pool) - Leased

- **Outdoor (Neighborhood)**

Nannie J. Lee (1800 SF /Underutilized/Closed)

Nicholas Colosanto (1800 SF /Underutilized/Closed)

John Ewald (1800 SF/Open)



# Existing Pools





# Chinquapin

- Opened in 1985
- 8-Lane 25 meter with diving area
  - “L”-Shaped
- Centrally located
- Limited parking
- 2010 Attendance: 80,000\*

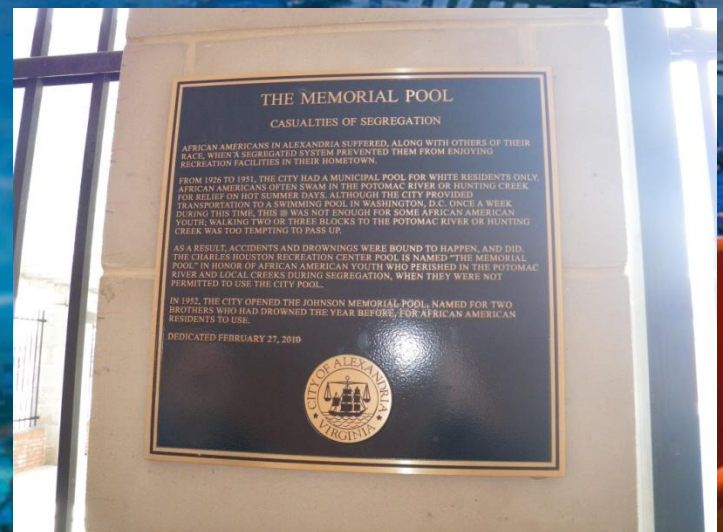
\*-includes rec. center attendance





# Charles Houston

- Opened in 2009
- Multi-purpose pool
  - 2-Fitness lap lanes
  - Zero depth entry
  - Small spray feature
  - Lesson programming
- 2010 Attendance: 4,862





# Old Town

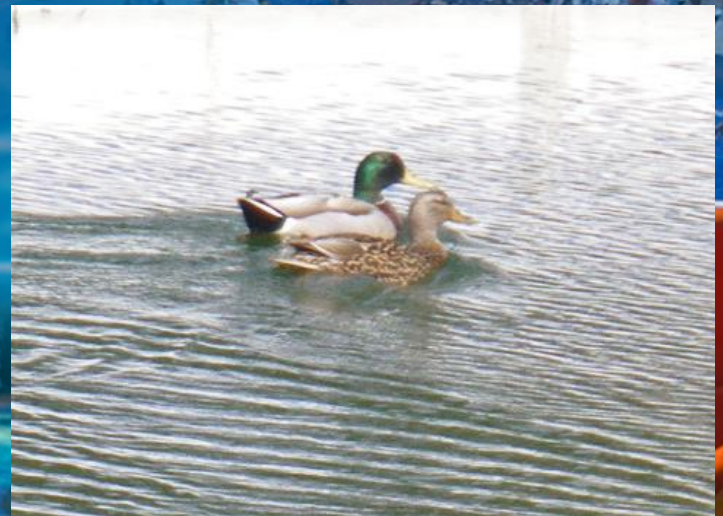
- Opened in 1975
- 8-Lane 25 yd. with diving area
  - “L”-Shaped
- Separate tot pool
- Summer swim team
- 2010 Attendance: 16,302





# Warwick

- Opened in 1979
- “L” shaped irregular sized outdoor pool
  - Diving well
- Separate wading pool
- Leased property
- 2010 Attendance: 16,806





# John Ewald

- Opened in 1969
- 1,800 sq. ft. square pool
- Site has opportunity for enhancement / expansion
- 2010 Attendance: 704





# Nannie J. Lee

- Opened in 1969
- 1,800 sq. ft. square pool
- Closed since 2008
- Opportunity for therapy programming
  - Indoor pool





# Nicholas Colasanto

- Opened in 1969
- 1,800 sq. ft. square pool
- Closed in 2010
- Opportunity for interactive fountain





# Where We Have Been.....

*(1950's to 1980's)*

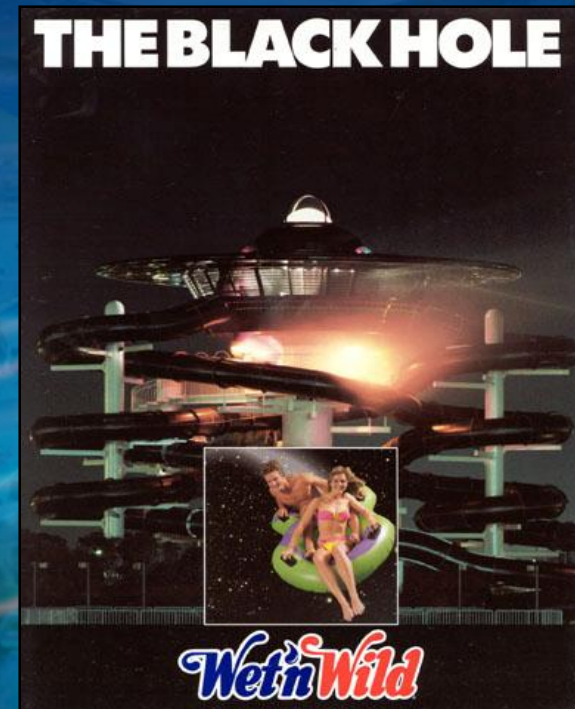
- When a “pool was a pool”
- Liability concerns / More Stringent Codes
  - Removal of diving boards, small slides, and tot pools
- Budget problems
  - Decreased attendance
  - Increased subsidies
  - Pool closings





# Along Came the Water Park.... (1970's)

- Bag slide to water slide
- First wave pool conference in Decatur, Alabama
- Entrepreneurs
  - Wet' n Wild - George Millay
  - Schlitterbahn - Henry Family
  - Whitewater Branson - Hershend Family
- A new amusement is venue born
  - Consultants
  - Manufacturers
  - World Waterpark Association





# The Age of the Floatable.....

*(1980's to 1990's)*

- Municipalities tapped into waterpark industry for feasibility and design consultants
- Added some water features
  - Vertical water sprays
  - Zero-depth entries
  - Bulk heads
  - Floatables
  - Small Slides





# The Family Aquatic Center Concept

*(1990's to Present)*

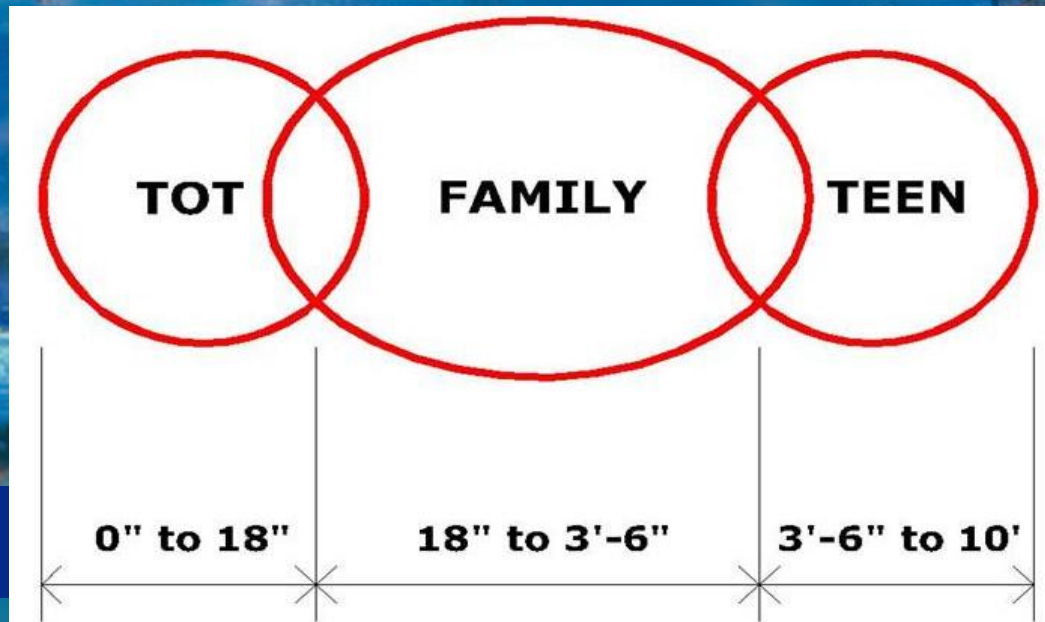
- New hybrid pools recipes evolved with something for everyone
  - Lazy Rivers and Current Channels
  - Water Play Structures
  - Shade and More Shade
  - Water Spray Grounds
  - Teen Slides
  - More Creature Comforts





# Pool Design Approach

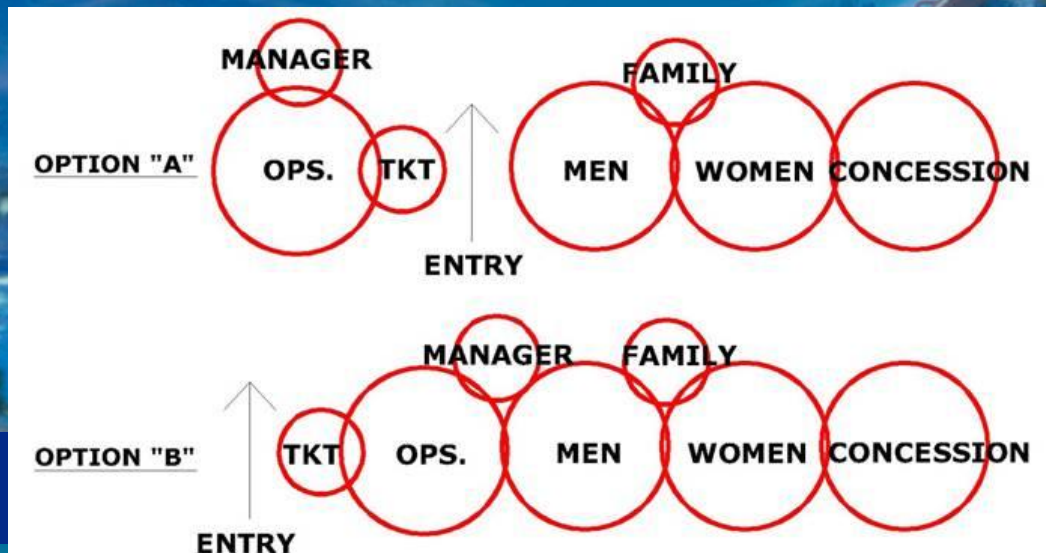
- Separation of teens/deeper water from tots / shallow water
- Locate zero entry (families and tots near concession / restroom facilities
- Create three levels or zones
  - Tot, family, and teen area
- Abundant shade (over deck and water)
- Good visibility of all pools from a central operations office





# Bathhouse Design Approach

- Consolidate operations office, guard room, and tickets into one area
- Consolidate wet areas (bathhouse, snack bar) into one area
- Locate concessions or vending away from main entry
- Locate operations office with good views to pools (especially slides at deep water)
- Good lighting and oversized ventilation
- Develop maintenance friendly and efficient building structures while emphasizing recreation features of the park





# Types of Aquatic Programming

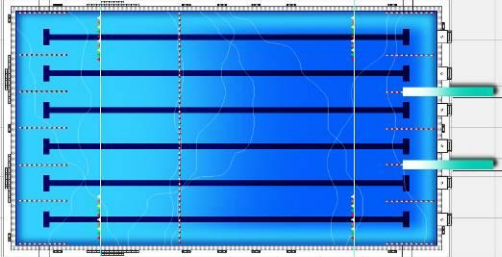
## Aquatic Components

- ✓ Competitive
- ✓ Recreation
- ✓ Instruction
- ✓ Fitness & Therapy





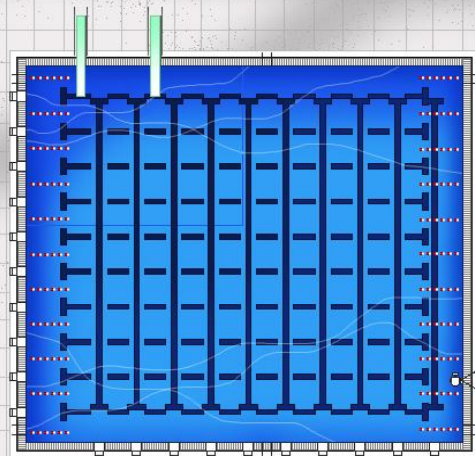
# Competition Pools



**25 - Yard**

**3,375 Sq. Ft.**

**6 25-Yard Lanes**

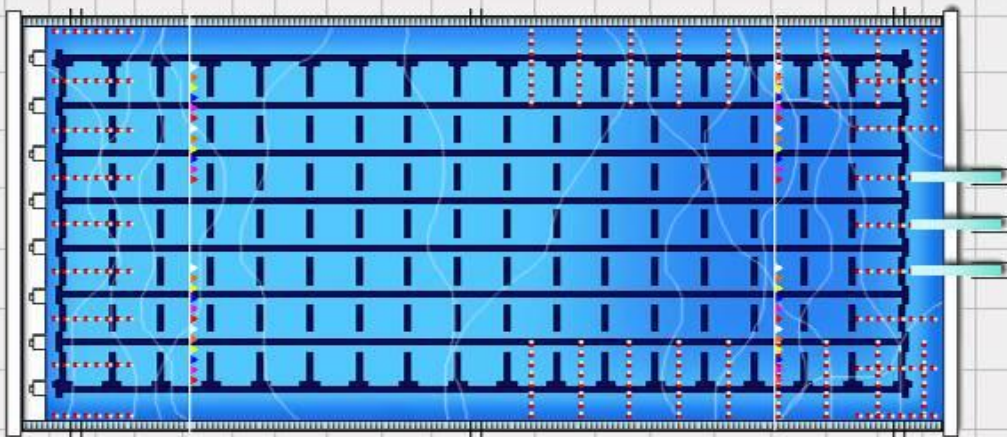


**25-Yard By 25-Meter**

**11 25-Yard Lanes**

**6,150 Sq. Ft.**

**10 25-Meter Lanes**



**50-Meter by 25-Yard**

**8 or 10 (50-Meter Lanes)**

**17-22 (Cross Course**

**25-Yard Lanes)**

**12,600 Sq. Ft.**



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# Recreation

- Family Oriented
- Tots
- Families
- Teens
- Most Popular





# Instruction and Lesson Programs

- Learn to swim
- Water safety instruction, Lifeguard instruction
- Life safety skills
- Survival swimming
- Scuba
- Other aquatic skills





# Wellness and Therapy Programs

- Fastest Growing Aquatic User Group
- Therapy Programs
- Water exercise classes
- Water Aerobics classes
- Fitness Classes





# Lion's Spraypark



- 14,300 sq. ft. aquatic playground featuring many interactive water features.
- Date Completed: 2007

## ***Measurable Results!***

*Within the first 31 days of operation there were nearly 5,000 users, an average of 160 per day. The adjoining pool saw a 15% increase in users as a result of the spray park.*



# Bad Konigshofen Aquatic Center



- 9,200 sq. ft. total aquatic area
- 25-yard x 25-meter competitive pool
- 5,400 sq. ft. leisure pool
- Interactive sprayground
- Sprayground for smaller children
- 3,000 sq. ft. toddler pool
- Drop slide
- Waterslide with run-out
- Diving pool



# Meade Park Family Aquatic Center



- 6,000 Sq. Ft. Leisure Pool
- Zero Depth Entry
- Play Feature
- Current Channel
- Fitness Lap Lanes
- Family Water Slide
- Crossing Activity
- Completed Summer 2009



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- # Meade Park Family Aquatic Center
- 
- 
- 
- 6,000 Sq. Ft. Leisure Pool
  - Zero Depth Entry
  - Play Feature
  - Current Channel
  - Fitness Lap Lanes
  - Family Water Slide
  - Crossing Activity
  - Completed Summer 2009
- 
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# Inez Carter Park Family Aquatic Center



- 2,800 SF Bathhouse
- 1,800 SF Filtration
- 7,460 SF Leisure Pool
- 3,380 SF Lap Pool
- Two Water Slides
- 200 LF Lazy River
- Teen Bowl Slide
- Water Play Features
- Attendance Capacity  
30,000 – 40,000 / Year
- Opens May 2011



# Pirate's Cove Aquatic Center



6,600 sq. ft. Leisure Pool

- 35 ft. tower where three waterslides emerge
- Zero-depth entry
- Lazy river
- 1,135 sq. ft. vortex

820 sq. ft. Sprayground

3,739 sq. ft. Competition Pool

- 1-meter springboard diving
- Six lap lanes



# Claude Moore Recreation Center



12,800 sq. ft. 50-meter  
Competition Pool

- Movable bulkhead

5,200 sq. ft. Leisure Pool

- Children's play area
- Fitness lap lanes

200 sq. ft. whirlpool  
spa





# Green Ridge Recreation Center



- 6,200 sq. ft. Indoor Leisure Pool
  - Vortex
  - Current channel
  - Waterslide
- 250 sq. ft. whirlpool spa
- 8,000 sq. ft. Outdoor Leisure Pool
  - Current channel
  - Children's play feature
  - Waterslide
  - Bowl Slide



# Aquatic Tool Box

- **Indoor Therapy** – 4 lane warm water therapy pool.
- **Outdoor Small Family Aquatic Center** – Multi-purpose leisure pool with lazy river and play feature, water slides, and 25 yard lap lanes.
- **Outdoor Medium Family Aquatic Center** – Separate lap pool and a separate leisure pool with water slides, play feature, and a lazy river.
- **Indoor 50 Meter Competition Pool** – 50 meter by 25 yard lap pool with springboard diving.
- **Indoor 25 with Leisure** – Indoor 25 meter by 25 yard lap pool with separate leisure pool.
- **Splash Pad** – 650 sq. ft. splash pad with interactive features.
- **Interactive Fountain** – Decorative fountain with interactive features.

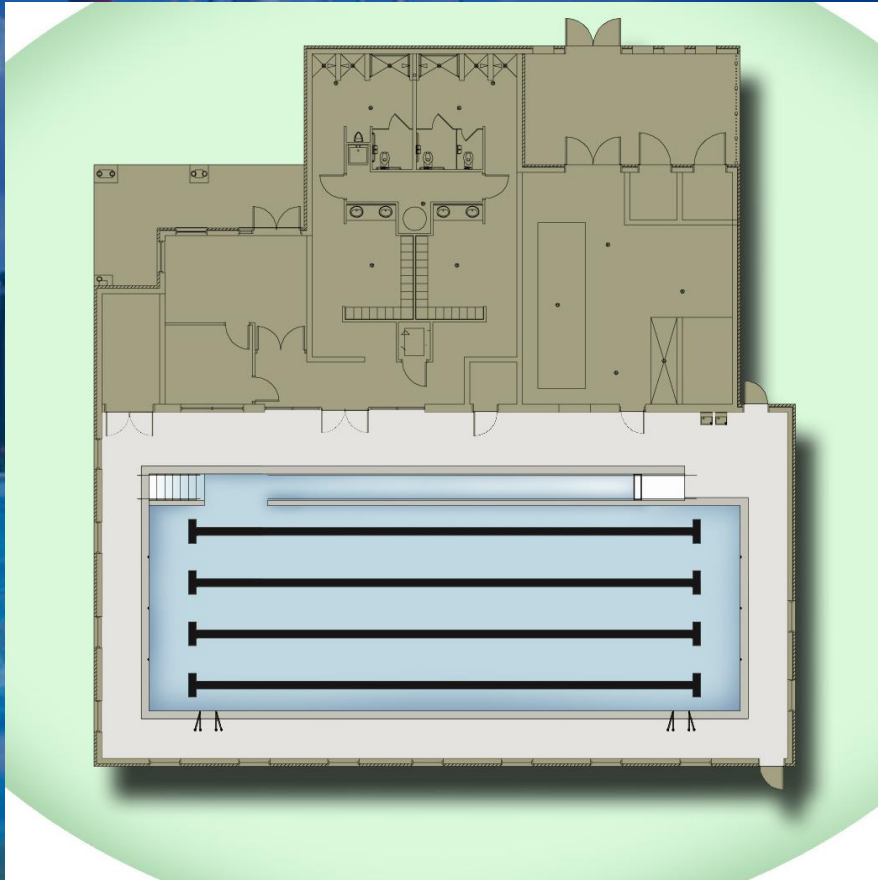


# Project Cost Assumptions

- The Opinion of Probably Cost (OPC) shown on the following slides includes:
  - Pool structure, equipment, and enclosure (indoor)
  - Support Spaces
    - Entry
    - Locker rooms
    - Storage/Mechanical
    - Office Space
  - Site Construction Cost (\$25 per sq. ft.)
  - FF&E
  - 5% inflation
  - 10% contingency
  - Indirect costs for A&E, surveys, permitting, etc.
- The OPC is based on local labor and material costs
- The OPC does not include Land Acquisition, Demolition, or Un-anticipated environmental concerns



# Therapy



Project Cost: \$3,250,000

Size: 0.5 acres (includes 35 parking spaces)

Annual Attendance Capacity: 15,000-25,000

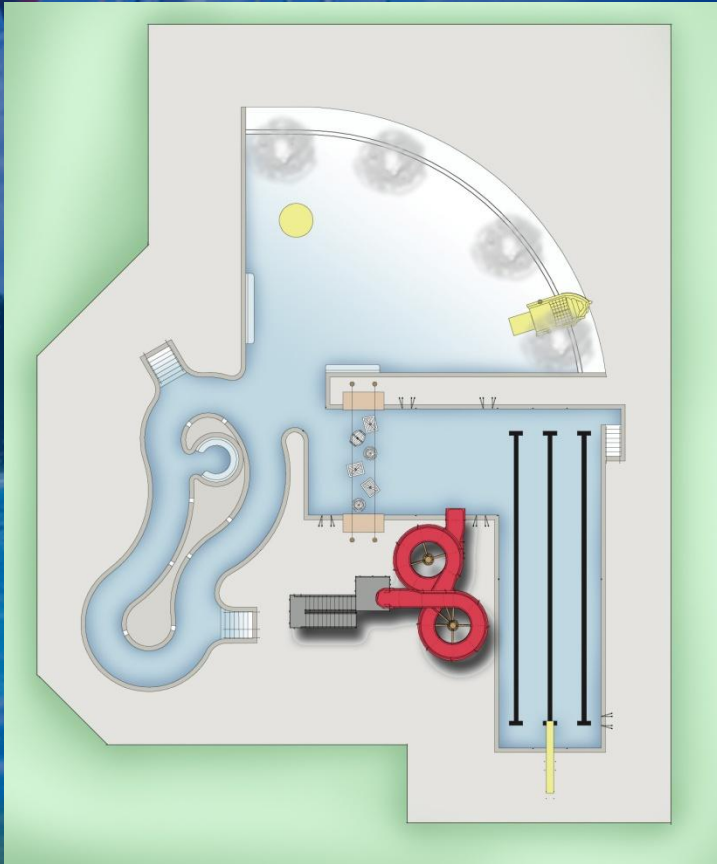


# Option 1 - Therapy

OPINION OF PROJECT COST: OPTION 1			
Description	Unit	Amount	Opinion of Cost
Public Spaces		2,550	\$630,313
Basic Lobby	Sq. Ft.	150	
Check-in Desk	Sq. Ft.	75	
Office Space	Sq. Ft.	200	
Office Storage	Sq. Ft.	75	
Lifeguard/First Aid	Sq. Ft.	150	
Locker Rooms	Sq. Ft.	800	
Family Changing Rooms	Sq. Ft.	350	
Multi-Purpose Room	Sq. Ft.	650	
Storage	Sq. Ft.	100	
Natatorium		4,250	\$1,541,250
Wellness Pool	Sq. Ft.	2,200	
Wellness Pool Natatorium	Sq. Ft.	4,000	
Pool Storage	Sq. Ft.	250	
Support		750	\$131,250
Pool Mechanical & Chemical	Sq. Ft.	500	
Building Mechanical	Sq. Ft.	250	
<b>Total Building Construction Costs</b>		<b>7,550</b>	<b>\$2,302,813</b>
Site Construction Costs			\$188,750
Furnishings & Equipment			\$56,625
Subtotal			\$2,548,188
Inflation ( 1 year)	5%		\$127,409
Contingency	10%		\$267,560
Indirect Costs	12%		\$305,783
<b>Total Estimated Project Costs:</b>			<b>\$3,248,939</b>
<b>Say</b>			<b>\$3,250,000</b>



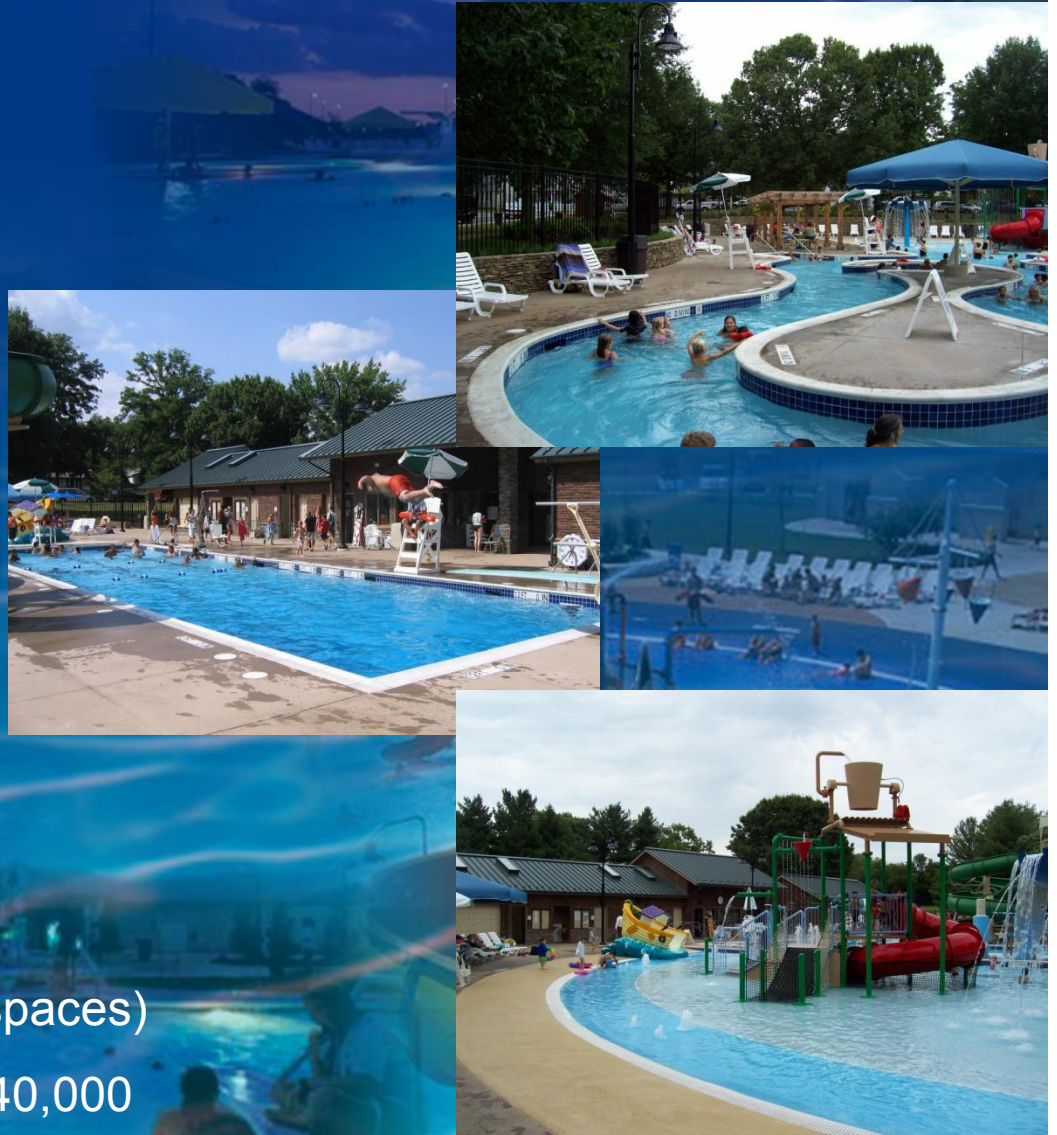
# Small Family Aquatic Center



Project Cost: \$5,400,000

Size: 1.55 acres (includes 75 parking spaces)

Annual Attendance Capacity: 30,000-40,000



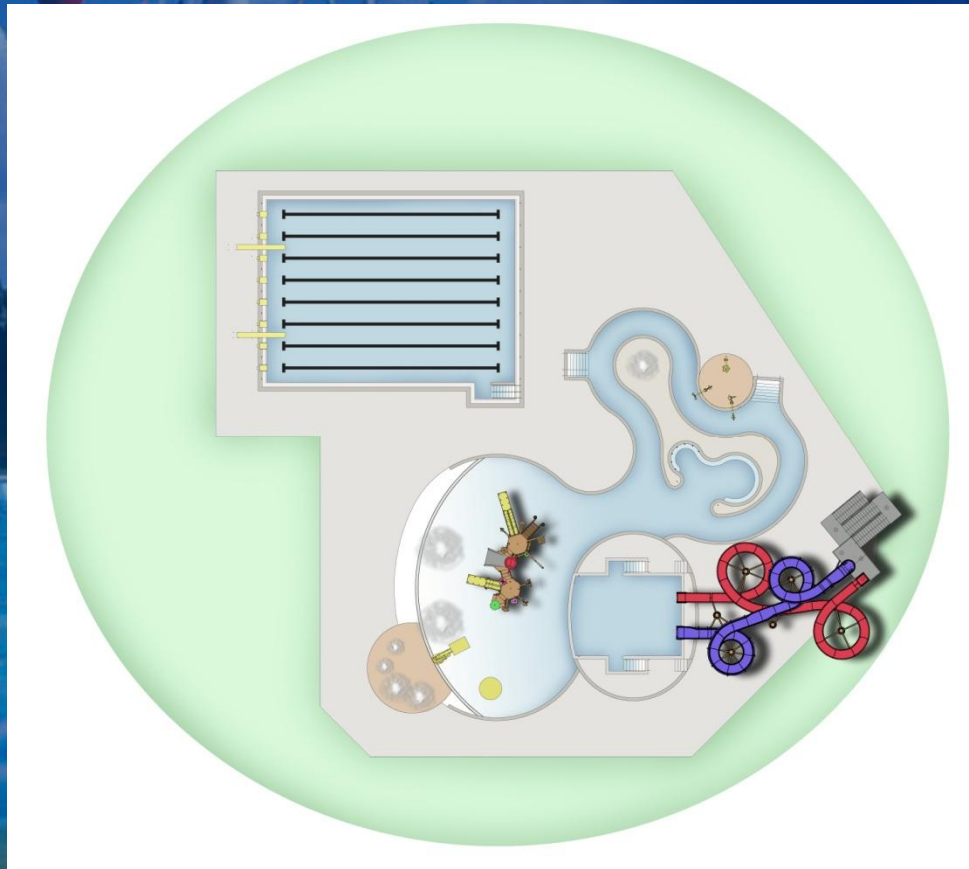


# Option 2 – Small Family Aquatic Center

OPINION OF PROJECT COST: OPTION 2			
Description	Unit	Amount	Opinion of Cost
Bathhouse		3,960	\$867,438
Lobby	Sq. Ft.	75	
Managers Office	Sq. Ft.	75	
Guard Room / First Aid	Sq. Ft.	100	
Pool Mechanical	Sq. Ft.	900	
Building Mechanical	Sq. Ft.	200	
Storage	Sq. Ft.	500	
Locker Rooms	Sq. Ft.	950	
Family Changing Room (2)	Sq. Ft.	150	
Snack Bar	Sq. Ft.	350	
Efficiency	Sq. Ft.	660	
Aquatics		7,737	\$2,245,038
Leisure Pool (6 Lanes)	Sq. Ft.	7,737	
Waterslide (A)	Quantity	1	
Waterslide (B)	Quantity	1	
Springboard Diving	Quantity	1	
Participatory Play Feature	Quantity	1	
Pool Heater	Quantity	1	
Support			\$419,846
Outdoor Deck	Sq. Ft.	13,927	
Fence	Linear Ft.	600	
Overhead Lighting	Sq. Ft.	21,664	
Equipment	Allowance	1	
Shade Structures	Quantity	3	
<b>Total Building Construction Costs</b>			<b>3,532,321</b>
Site Construction Costs (parking lot, landscaping, utilities, walks)			\$640,590
<b>Subtotal</b>			<b>\$4,172,911</b>
Inflation ( 1 year)	5.0%		\$208,646
Contingency	10.0%		\$438,156
Indirect Costs	10.0%		\$481,971
<b>Opinion of Project Costs</b>			<b>\$5,301,684</b>
<b>Say</b>			<b>\$5,400,000</b>
Source: Counsilman-Hunsaker			



# Medium Family Aquatic Center



Project Cost: \$9,760,000

Size: 3.0 acres (includes 100 parking spaces)

Annual Attendance Capacity: 50,000-60,000

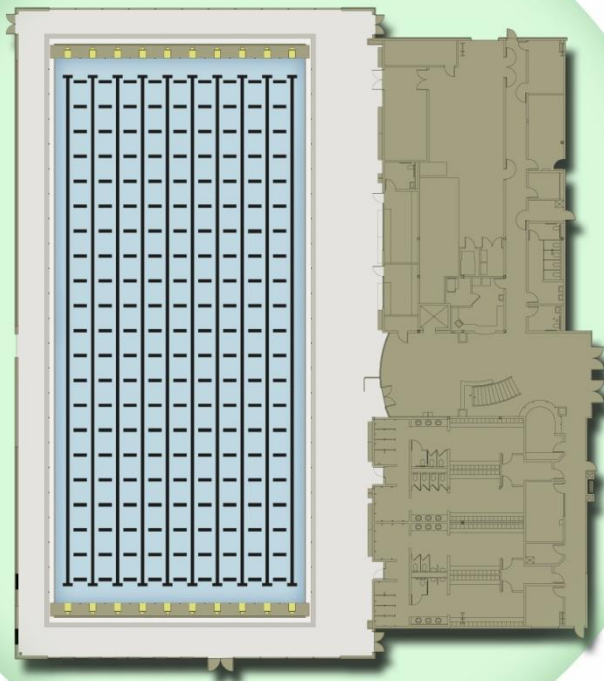


# Option 3 – Medium Family Aquatic Center

OPINION OF PROJECT COST: OPTION 3			
Description	Unit	Amount	Opinion of Cost
<b>Bathhouse</b>		6,330	\$1,425,281
Lobby	Sq. Ft.	100	
Managers Office	Sq. Ft.	125	
Guard Room / First Aid	Sq. Ft.	100	
Pool Mechanical	Sq. Ft.	1,400	
Building Mechanical	Sq. Ft.	200	
Storage	Sq. Ft.	700	
Locker Rooms	Sq. Ft.	2,100	
Family Changing Room (2)	Sq. Ft.	150	
Snack Bar	Sq. Ft.	400	
Efficiency	Sq. Ft.	1,055	
<b>Aquatics</b>		14,100	\$3,813,500
Recreation Pool	Sq. Ft.	9,200	
Recreation Ammenties	Allowance	1	
Lap Pool (8 Lane 25 Yard)	Sq. Ft.	4,200	
Springboard diving	Quantity	2	
Tot Pool	Sq. Ft.	700	
Play Features	Allowance	1	
Pool Heater	Quantity	1	
<b>Support</b>			\$638,363
Outdoor Deck	Sq. Ft.	35,250	
Fence	Linear Ft.	900	
Overhead Lighting	Sq. Ft.	55,680	
Shade Structures	Quantity	8	
<b>Total Building Construction Costs</b>		<b>62,010</b>	<b>\$5,877,144</b>
Site Construction Costs (parking lot, landscaping, utilities, walks)			\$1,550,250
Furnishings and Equipment	Allowance		\$249,000
<b>Subtotal</b>			<b>\$7,676,394</b>
Inflation (1 year)		5%	\$383,820
Contingency		10%	\$806,021
Indirect Costs		10%	\$886,623
<b>Total Estimated Project Costs:</b>			<b>\$9,752,858</b>
<b>Say</b>			<b>\$9,760,000</b>
Source: Counsilman-Hunsaker			



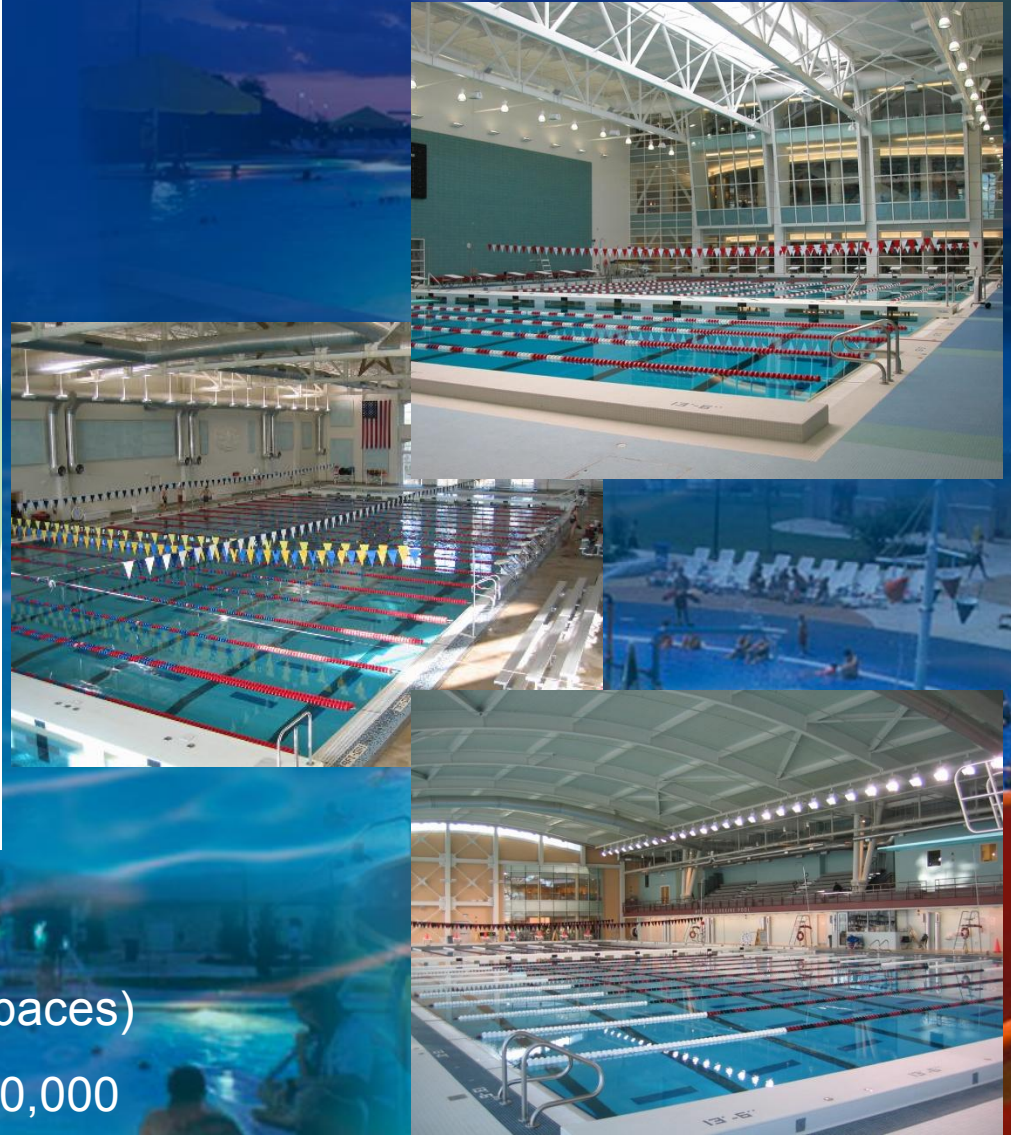
# Indoor 50 Meter Pool



Project Cost: \$19,430,000

Size: 2.25 acres (includes 75 parking spaces)

Annual Attendance Capacity: 60,000-80,000





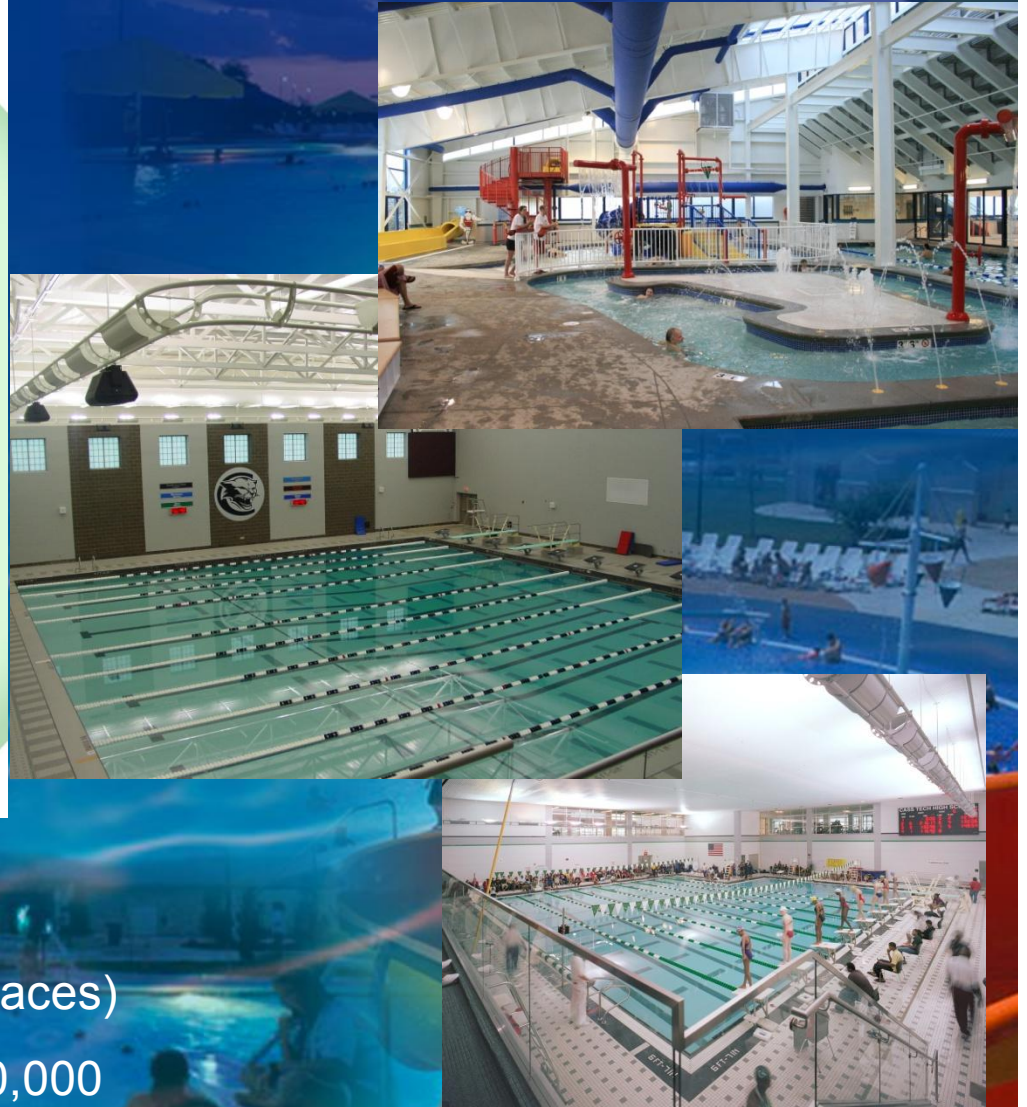
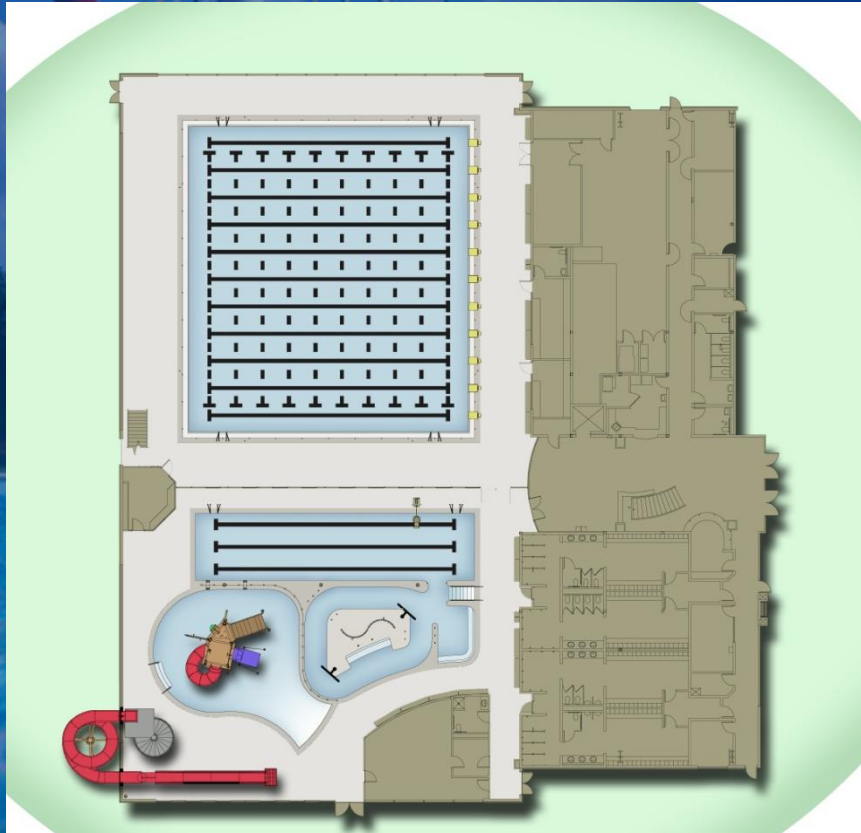
# Option 4 – Indoor 50 Meter

OPINION OF PROJECT COST: OPTION 4			
Description	Unit	Amount	Opinion of Cost
Public Spaces		3,520	\$751,000
Basic Lobby	Sq. Ft.	600	
Check-in Desk	Sq. Ft.	150	
Facility Manager	Sq. Ft.	120	
Aquatic Coordinator	Sq. Ft.	100	
Lifeguard/First Aid	Sq. Ft.	150	
Coaches Workspace	Sq. Ft.	200	
Office Storage	Sq. Ft.	250	
Multi-Purpose Room	Sq. Ft.	1,500	
Storage	Sq. Ft.	150	
Catering Area	Sq. Ft.	300	
Restroom Areas		2,600	\$780,000
General Locker Rooms (M/W)	Sq. Ft.	2,250	
Family Changing Rooms (2)	Sq. Ft.	150	
Second Floor Restrooms (M/W)	Sq. Ft.	200	
Competitive Natatorium		29,970	\$10,498,625
50 Meter Pool (172' X 75')	Sq. Ft.	12,900	
Bulkhead	Quantity	2	
Springboard Diving	Quantity	4	
Deck Shower Area	Sq. Ft.	50	
Natatorium Enclosure	Sq. Ft.	23,220	
Spectator Seating (750 seats)	Sq. Ft.	4,500	
Pool Mechanical Room	Sq. Ft.	1,050	
Pool Storage	Sq. Ft.	1,200	

Building Support		2,730	\$647,500
Building Mechanical	Sq. Ft.	2,000	
Electrical	Sq. Ft.	500	
Janitor	Sq. Ft.	50	
Elevator	Sq. Ft.	80	
Elevator Machine	Sq. Ft.	100	
Circulation/Walls		7,764	\$1,164,600
80% efficiency	Sq. Ft.	7,764	
<b>Total Square Footage</b>	Sq. Ft.	<b>46,584</b>	<b>\$13,841,725</b>
Furnishings and Equipment	Allowance		\$280,000
Site Construction Costs	Allowance		\$1,165,000
<b>Subtotal</b>			<b>\$15,286,725</b>
Inflation (1 years)	5%		\$764,336
Contingency	10%		\$1,605,106
Indirect Costs	10%		\$1,765,617
Total Estimated Project Costs:			\$19,421,784
<b>Say</b>			<b>\$19,430,000</b>
Source: Counsilman-Hunsaker			



# Indoor 25 with Leisure



Project Cost: \$15,900,000

Size: 2.00 acres (includes 75 parking spaces)

Annual Attendance Capacity: 70,000-90,000



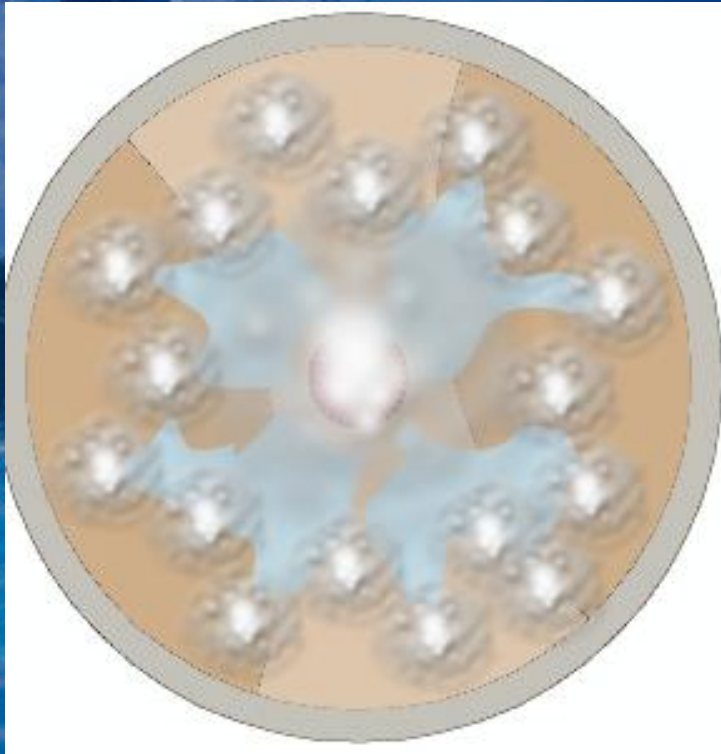
# Option 5 – Indoor 25 with Leisure

OPINION OF PROJECT COST: OPTION 5			
Description	Unit	Amount	Opinion of Cost
Public Spaces		5,200	\$1,470,000
Lobby	Sq. Ft.	900	
Control / Cashier	Sq. Ft.	150	
Guard Room / First Aid	Sq. Ft.	150	
Concession/Kitchen Area	Sq. Ft.	400	
Restrooms M/W	Sq. Ft.	500	
Locker Rooms	Sq. Ft.	2,100	
Team Locker Rooms	Sq. Ft.	700	
Family Changing Room (2)	Sq. Ft.	300	
Aquatic Center		24,650	\$8,477,250
25 Meter by 25 Yard Pool	Sq. Ft.	6,200	
Springboard Diving	Quantity	2	
Competitive Natatorium	Sq. Ft.	12,000	
Leisure Pool (3 lanes)	Sq. Ft.	3,400	
Play Feature	Allowance	1	
Current Channel	Add. Cost	1	
Waterslide	Quantity	1	
Leisure Pool Natatorium	Sq. Ft.	8,000	
Balcony Seating (500 seats)	Sq. Ft.	3,000	
Pool Mechanical Room	Sq. Ft.	1,650	
Building Support		2,630	\$580,000
Building Mechanical	Sq. Ft.	1,900	
Electrical	Sq. Ft.	500	
Janitor	Sq. Ft.	50	
Elevator	Sq. Ft.	80	
Elevator Machine	Sq. Ft.	100	
Efficiency		6,496	\$974,400
Circulation and Walls (20%)	Sq. Ft.	6,496	

Unit	Sq. Ft.	Opinion of Cost
<b>Total Building Construction Costs</b>	<b>38,976</b>	<b>\$11,501,650</b>
Site Construction Costs		\$779,520
Furniture, Fixtures, Equipment		\$234,000
<b>Subtotal</b>		<b>\$12,515,170</b>
Inflation (1 year)	5%	\$625,759
Contingency	10%	\$1,314,093
Indirect Costs	10%	\$1,445,502
Opinion of Probable Cost		\$15,900,523
<b>Say</b>		<b>\$15,901,000</b>



# Spray Pad



Project Cost: \$524,000

Size: 0.15 acres (includes 10 parking spaces)

Annual Attendance Capacity: 5,000-10,000

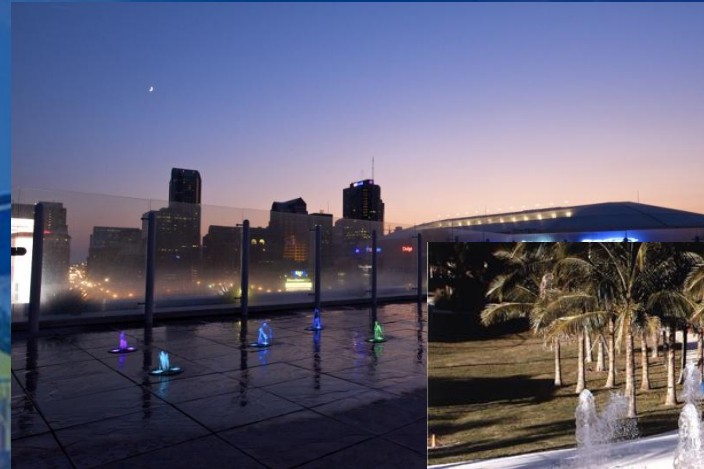


# Option 6 – Splash Pad

OPINION OF PROJECT COST: OPTION 6			
Description	Unit	Amount	Opinion of Cost
Aquatics		630	\$370,875
Splash Pad	Sq. Ft.	630	
Interactive Play Features	Allowance	1	
Filtration Vault	Quantity	1	
Filtration Equipment	Quantity	1	
UV Sanitizer	Quantity	1	
<b>Total Building Construction Costs</b>			<b>370,875</b>
Site Construction Costs (landscaping, utilities, walks)			\$15,750
<b>Subtotal</b>			<b>\$386,625</b>
Inflation ( 2 year)	10%		\$38,663
Contingency	10%		\$42,529
Indirect Costs	12%		\$56,138
Opinion of Probable Cost			\$523,954
<b>Say</b>			<b>\$524,000</b>
Source: Counsilman-Hunsaker			



# Fountain



Project Cost: \$344,000

Size: 0.05 acres (includes 0 parking spaces)

Annual Attendance Capacity: 3,000-5,000



# Option 7 - Fountain

OPINION OF PROJECT COST: OPTION 7			
Description	Unit	Amount	Opinion of Cost
Aquatics		250	\$243,125
Decorative Fountain	Sq. Ft.	250	
Fountain Features	Allowance	1	
Filtration Vault	Quantity	1	
Filtration Equipment	Quantity	1	
UV Sanitizer	Quantity	1	
<b>Total Building Construction Costs</b>			<b>243,125</b>
Site Construction Costs (landscaping, utilities, walks)			\$10,000
<b>Subtotal</b>			<b>\$253,125</b>
Inflation ( 2 year)	10%		\$25,313
Contingency	10%		\$27,844
Indirect Costs	12%		\$36,754
Opinion of Probable Cost			\$343,035
<b>Say</b>			<b>\$344,000</b>
Source: Counsilman-Hunsaker			



# Capacity

CAPACITY ANALYSIS							
	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
<b>WET-SIDE CAPACITY</b>							
<b>Training (Available 25-Yard Lanes)</b>							
Outdoor Leisure	0	6	0	0	0	0	0
Outdoor Lap	0	0	8	0	0	0	0
Outdoor Tot Pool	0	0	0	0	0	0	0
Indoor Lap	0	0	0	22	11	0	0
Indoor Leisure	0	0	0	0	3	0	0
Spraypad / Fountain	0	0	0	0	0	0	0
Therapy	0	0	0	0	0	0	0
<b>Total</b>	<b>0</b>	<b>6</b>	<b>8</b>	<b>22</b>	<b>14</b>	<b>0</b>	<b>0</b>
Estimated Training Holding Capacity	0	30	40	110	70	0	0
Daily Training Capacity	0	90	120	330	210	0	0
<b>Recreation (Surface Area Sq. Ft.)</b>							
Outdoor Leisure	0	7,737	9,200	0	0	0	0
Outdoor Lap	0	0	4,200	0	0	0	0
Outdoor Tot Pool	0	0	700	0	0	0	0
Indoor Lap	0	0	0	12,900	6,200	0	0
Indoor Leisure	0	0	0	0	3,400	0	0
Spraypad / Fountain	0	0	0	0	0	630	250
Therapy	2,200	0	0	0	0	0	0
<b>Total</b>	<b>2,200</b>	<b>7,737</b>	<b>14,100</b>	<b>12,900</b>	<b>9,600</b>	<b>630</b>	<b>250</b>
Estimated Recreation Holding Capacity	88	286	501	284	298	25	10
Daily Recreation Holding Capacity	220	716	1,251	710	744	63	25
<b>Total Holding Capacity</b>	<b>88</b>	<b>316</b>	<b>541</b>	<b>394</b>	<b>368</b>	<b>25</b>	<b>10</b>
<b>Total Daily Facility Capacity</b>	<b>220</b>	<b>806</b>	<b>1,371</b>	<b>1,040</b>	<b>954</b>	<b>63</b>	<b>25</b>
Source: Counsilman-Hunsaker							



# Pro Forma Analysis

- Revenue analysis based on demographic research
  - Population Density/Growth
  - Age Distribution
  - Income Characteristics
- Expenses are based on local rates
  - Labor
  - Electricity
  - Water/Sewer
  - Gas



# City of Alexandria

- 2000 Census Population: 128,300
- Estimated 2010 Population: 148,100
  - 23% increase projected for public schools over next 5 years
- Median Age: 39.1
  - Highest age groups are 0-5 and 34-44
- Per Capita Income: \$50,606
  - 82% over national average
- Median Household Income: \$79,874
  - 55% over national average



# Population

## MARKET AREA POPULATION BY DISTANCE

Radius	Population						Average Annual Change			
	2000		2010		2015		2000-2010		2010-2015	
	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent of Total	Number (000's)	Percent	Number (000's)	Percent
0 to 1.5 Miles	48.5	3.2%	53.8	3.4%	58.4	3.5%	0.5	1.0%	0.9	1.7%
1.5 to 2.5 Miles	104.1	6.8%	117.1	7.3%	125.5	7.5%	1.3	1.2%	1.7	1.4%
2.5 to 5 Miles	298.5	19.5%	325.6	20.3%	354.0	21.2%	2.7	0.9%	5.7	1.7%
<b>Subtotal</b>	<b>451.1</b>	<b>29.5%</b>	<b>496.5</b>	<b>31.0%</b>	<b>537.9</b>	<b>32.3%</b>	<b>4.5</b>	<b>1.0%</b>	<b>8.3</b>	<b>1.6%</b>
5 to 7.5 Miles	549.5	35.9%	573.3	35.7%	593.7	35.6%	2.4	0.4%	4.1	0.7%
7.5 to 10 Miles	527.9	34.5%	533.9	33.3%	535.6	32.1%	0.6	0.1%	0.3	0.1%
<b>Subtotal</b>	<b>1,077.3</b>	<b>70.5%</b>	<b>1,107.2</b>	<b>69.0%</b>	<b>1,129.3</b>	<b>67.7%</b>	<b>3.0</b>	<b>0.3%</b>	<b>4.4</b>	<b>0.4%</b>
<b>Total (0-25 Miles)</b>	<b>1,528.4</b>	<b>100.0%</b>	<b>1,603.7</b>	<b>100.0%</b>	<b>1,667.3</b>	<b>100.0%</b>	<b>7.5</b>	<b>0.5%</b>	<b>12.7</b>	<b>0.8%</b>
<b>Alexandria, VA</b>	128.3		148.1		162.2		2.0	1.4%	2.8	1.8%

Source: Demographics Now



# Age

**MARKET AREA AGE DISTRIBUTION**

Age Groups	0-1.5 Miles		1.5-2.5 Miles		2.5-5 Miles		5-7.5 Miles		7.5-10 Miles		Alexandria, VA		Total U.S.
	#	%	#	%	#	%	#	%	#	%	#	%	
Under 5	3,841	7.1%	8,341	7.1%	21,717	6.7%	34,129	6.0%	33,216	6.1%	11,421	7.7%	6.8%
5 to 9	3,705	6.9%	7,952	6.8%	19,782	6.1%	32,299	5.6%	31,781	5.8%	10,455	7.1%	6.6%
10 to 14	2,699	5.0%	5,796	5.0%	16,322	5.0%	29,481	5.1%	31,115	5.7%	7,208	4.9%	6.7%
15 to 19	1,793	3.3%	4,882	4.2%	16,187	5.0%	33,228	5.8%	33,459	6.1%	5,203	3.5%	7.0%
<b>Subtotal</b>	<b>12,038</b>	<b>22.4%</b>	<b>26,971</b>	<b>23.0%</b>	<b>74,008</b>	<b>22.7%</b>	<b>129,137</b>	<b>22.5%</b>	<b>129,571</b>	<b>23.6%</b>	<b>34,287</b>	<b>23.1%</b>	<b>27.1%</b>
20 to 24	1,872	3.5%	5,889	5.0%	20,861	6.4%	44,760	7.8%	33,247	6.1%	5,991	4.0%	7.0%
25 to 34	7,677	14.3%	16,962	14.5%	49,326	15.1%	95,015	16.6%	69,133	12.6%	21,168	14.3%	13.3%
35 to 44	11,174	20.8%	22,901	19.6%	57,878	17.8%	85,054	14.8%	74,356	13.6%	30,185	20.4%	14.0%
45 to 54	8,712	16.2%	17,525	15.0%	48,055	14.8%	81,922	14.3%	80,998	14.8%	22,674	15.3%	14.5%
55 to 64	6,106	11.3%	13,330	11.4%	39,679	12.2%	69,956	12.2%	70,609	12.9%	16,362	11.0%	11.2%
65 to 74	3,419	6.4%	7,609	6.5%	21,755	6.7%	40,332	7.0%	43,650	8.0%	9,551	6.4%	6.7%
75 to 84	1,842	3.4%	3,765	3.2%	9,633	3.0%	19,059	3.3%	36,678	6.7%	5,012	3.4%	4.3%
85 and over	971	1.8%	2,129	1.8%	4,441	1.4%	8,098	1.4%	10,033	1.8%	2,892	2.0%	1.9%
<b>TOTAL:</b>	<b>53,811</b>	<b>100.0%</b>	<b>117,081</b>	<b>100.0%</b>	<b>325,636</b>	<b>100.0%</b>	<b>573,333</b>	<b>100.0%</b>	<b>548,275</b>	<b>100.0%</b>	<b>148,122</b>	<b>100.0%</b>	<b>100%</b>
<b>Median Age</b>	39.7		39.1		38.5		37.8		38.4		39.1		36.7

Source: DemographicsNow



# Income

MARKET AREA INCOME				
Radius	Per Capita Incomes		Median Household Incomes	
	Dollars	Index	Dollars	Index
0 to 1.5 Miles	\$55,675	2.10	\$91,687	1.74
1.5 to 2.5 Miles	\$48,228	1.82	\$79,261	1.51
2.5 to 5 Miles	\$46,444	1.75	\$75,716	1.44
5 to 7.5 Miles	\$45,867	1.73	\$71,258	1.35
7.5 to 10 Miles	\$45,206	1.71	\$71,313	1.36
Alexandria, VA	\$50,606	1.91	\$79,874	1.52
<b>Total U.S.</b>	\$26,464	1.00	\$52,599	1.00

Source: Demographics Now



# Weather

## CLIMATOLOGICAL DATA

### Alexandria, VA

Month	Temperatures			Precipitation Inches
	Average	High	Low	
January	35	42	29	2.7
February	38	46	29	2.7
March	47	57	38	3.2
April	57	67	46	2.7
May	66	76	57	3.7
June	76	85	67	3.4
July	80	89	71	3.8
August	79	87	70	3.9
September	71	80	63	3.3
October	60	69	50	3.0
November	50	58	41	3.1
December	39	47	32	3.1

Source: Weatherbase



# Fee Structure/Per Cap Spending

PER CAPITA - Indoor			
FEE STRUCTURE			
Category	Rate	Percent of Visits	Per Visit Unit
Residents			
Adult (18 & Older)	6.50	17%	1.11
Children (3-17)	4.50	12%	0.54
Free	0	2%	-
Non-Resident			
Adult	8.50	9%	0.77
Child	6.50	6%	0.39
Annual Pass Resident			
Individual	150.00	21%	0.70
Family	450.00	25%	0.94
Non-Resident Individual	250.00	8%	0.80
Subtotal / Average		100%	5.24
Food / Merchandise			\$ 0.05
<b>Total Per Capita</b>			<b>\$5.29</b>
Source: Counsilman-Hunsaker			

PER CAPITA - Outdoor			
FEE STRUCTURE			
Category	Rate	Percent of Visits	Per Visit Unit
Residents			
Adult (18 & Older)	6.50	27%	1.76
Children (3-17)	4.50	21%	0.95
Free	0	2%	-
Non-Resident			
Adult	8.50	3%	0.26
Child	6.50	7%	0.46
Season Pass Resident			
Individual	50.00	18%	0.60
Family	140.00	13%	0.40
Non-Resident Individual	75.00	9%	0.45
Subtotal / Average		100%	4.86
Food / Merchandise			\$ 0.05
<b>Total Per Capita</b>			<b>\$4.91</b>
Source: Counsilman-Hunsaker			



# Group Programming

USER GROUP REVENUE							
Visits per Program Day	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Swim Meet Rental	-	-	1	1	1	-	-
USA Swim Team	-	40	100	150	100	-	-
High School Swim Team	-	40	50	60	60	-	-
City Swim Team	-	15	30	45	30	-	-
Summer Swim Lessons	20	40	50	50	30	-	-
Winter Swim Lessons	20	10	10	15	20	-	-
Lifeguard Training	-	15	15	20	10	-	-
Wellness Programming	35	5	5	5	10	-	-
Birthday Party	-	2	2	2	2	-	-
Private Rental	-	1	1	1	1	-	-
Programming Days	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Swim Meet Rental	-	-	16	20	10	-	-
USA Swim Team	-	90	90	300	300	-	-
High School Swim Team	-	150	150	150	90	-	-
City Swim Team	-	70	70	70	300	-	-
Summer Swim Lessons	64	64	64	64	64	-	-
Winter Swim Lessons	96	-	-	96	96	-	-
Lifeguard Training	-	10	10	30	30	-	-
Wellness Programming	200	100	100	200	200	-	-
Birthday Party	-	80	80	60	80	-	-
Private Rental	-	50	50	30	50	-	-
Per Capita Spending (Net)	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Swim Meet Rental	\$800.00	\$800.00	\$800.00	\$1,000.00	\$800.00	\$800.00	\$800.00
USA Swim Team	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
High School Swim Team	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
City Swim Team	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Summer Swim Lessons	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Winter Swim Lessons	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Lifeguard Training	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50	\$2.50
Wellness Programming	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
Birthday Party	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Private Rental	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00
Opinion of Revenue (Net)	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Swim Meet Rental	\$0	\$0	\$12,800	\$20,000	\$8,000	\$0	\$0
USA Swim Team	\$0	\$7,200	\$18,000	\$90,000	\$60,000	\$0	\$0
High School Swim Team	\$0	\$12,000	\$15,000	\$18,000	\$10,800	\$0	\$0
City Swim Team	\$0	\$1,050	\$2,100	\$3,150	\$9,000	\$0	\$0
Summer Swim Lessons	\$1,280	\$2,560	\$3,200	\$3,200	\$1,920	\$0	\$0
Winter Swim Lessons	\$3,840	\$0	\$0	\$2,880	\$3,840	\$0	\$0
Lifeguard Training	\$0	\$375	\$375	\$1,500	\$750	\$0	\$0
Wellness Programming	\$10,500	\$750	\$750	\$1,500	\$3,000	\$0	\$0
Birthday Party	\$0	\$4,800	\$4,800	\$3,600	\$4,800	\$0	\$0
Private Rental	\$0	\$1,250	\$1,250	\$750	\$1,250	\$0	\$0
<b>Total User Group Revenue</b>	<b>\$15,620</b>	<b>\$29,985</b>	<b>\$58,275</b>	<b>\$144,580</b>	<b>\$103,360</b>	<b>\$0</b>	<b>\$0</b>
Counselman-Hunsaker							



# Revenue

## OPINION OF REVENUE

		Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Attendance	2011	9,613	25,560	56,554	71,187	77,513	5,474	4,379
	2012	9,766	25,960	57,430	72,256	78,748	5,566	4,453
	2013	9,920	26,360	58,307	73,326	79,983	5,659	4,527
	2014	10,073	26,760	59,183	74,395	81,218	5,752	4,601
	2015	10,227	27,160	60,059	75,465	82,452	5,844	4,676
Per Capita Spending (3% Annual Increase)		\$5.29	\$4.91	\$4.91	\$5.29	\$5.29	\$0.00	\$0.00
Special User Group Spending		\$15,620	\$29,985	\$58,275	\$144,580	\$103,360	\$0	\$0
Revenue	2011	\$66,447	\$155,599	\$336,207	\$520,979	\$513,210	\$0	\$0
	2012	\$68,808	\$161,391	\$348,981	\$538,096	\$532,231	\$0	\$0
	2013	\$71,218	\$167,302	\$362,013	\$555,552	\$551,643	\$0	\$0
	2014	\$73,677	\$173,330	\$375,303	\$573,347	\$571,447	\$0	\$0
	2015	\$76,184	\$179,476	\$388,851	\$591,481	\$591,643	\$0	\$0

Source: Counsilman-Hunsaker



# Expenses

## OPINION OF EXPENSE

	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Facility Staff							
Full Time Employment	Not Included	Not Included	Not Included	Not Included	Not Included	Not Included	Not Included
Summer Employment	\$36,800	\$76,935	\$140,645	\$87,055	\$85,100	\$3,450	\$3,450
Winter Employment	\$97,520	\$1,035	\$1,035	\$230,696	\$196,259	\$863	\$863
Training	\$2,000	\$1,000	\$2,000	\$4,000	\$3,000	\$1,000	\$1,000
<b>Total Labor</b>	<b>\$136,320</b>	<b>\$78,970</b>	<b>\$143,680</b>	<b>\$321,751</b>	<b>\$284,359</b>	<b>\$5,313</b>	<b>\$5,313</b>
Contractual Services							
Insurance	\$20,683	\$29,573	\$53,475	\$107,636	\$88,790	\$2,762	\$1,862
Repair and Maintenance	\$8,200	\$13,500	\$24,400	\$48,600	\$39,800	\$1,400	\$900
<b>Total Contractual Services</b>	<b>\$28,883</b>	<b>\$43,073</b>	<b>\$77,875</b>	<b>\$156,236</b>	<b>\$128,590</b>	<b>\$4,162</b>	<b>\$2,762</b>
Commodities							
Operating Supplies	\$4,920	\$8,100	\$14,640	\$29,160	\$23,880	\$840	\$540
Chemicals	\$12,389	\$7,878	\$18,278	\$25,426	\$16,209	\$624	\$248
Advertising	\$5,000	\$15,000	\$20,000	\$150,000	\$50,000	\$1,500	\$0
<b>Total Commodities</b>	<b>\$22,309</b>	<b>\$30,978</b>	<b>\$52,918</b>	<b>\$204,586</b>	<b>\$90,089</b>	<b>\$2,964</b>	<b>\$788</b>
Utilities							
HVAC	\$26,823	\$6,178	\$9,875	\$178,765	\$148,064	\$0	\$0
Electricity	\$11,959	\$13,734	\$27,629	\$60,666	\$48,704	\$960	\$381
Pool Heating	\$3,500	\$7,800	\$10,750	\$37,360	\$28,655	\$0	\$0
Trash Service	\$6,240	\$2,880	\$4,800	\$9,360	\$9,360	\$0	\$0
Telephone	\$336	\$336	\$560	\$1,008	\$1,008	\$0	\$0
Water & Sewer	\$3,932	\$10,426	\$24,086	\$32,935	\$28,811	\$1,574	\$1,220
<b>Total Utilities</b>	<b>\$52,790</b>	<b>\$41,354</b>	<b>\$77,700</b>	<b>\$320,094</b>	<b>\$264,602</b>	<b>\$2,534</b>	<b>\$1,601</b>
<b>Total Operating Expenses</b>	<b>\$240,302</b>	<b>\$194,375</b>	<b>\$352,174</b>	<b>\$1,002,666</b>	<b>\$767,640</b>	<b>\$14,972</b>	<b>\$10,464</b>
Capital Replacement Fund	\$16,300	\$27,000	\$48,800	\$97,200	\$79,600	\$2,700	\$1,800
<b>Total Annual Expense</b>	<b>\$256,602</b>	<b>\$221,375</b>	<b>\$400,974</b>	<b>\$1,099,866</b>	<b>\$847,240</b>	<b>\$17,672</b>	<b>\$12,264</b>

Source: Counsilman-Hunsaker

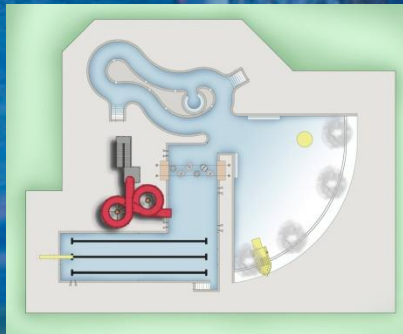
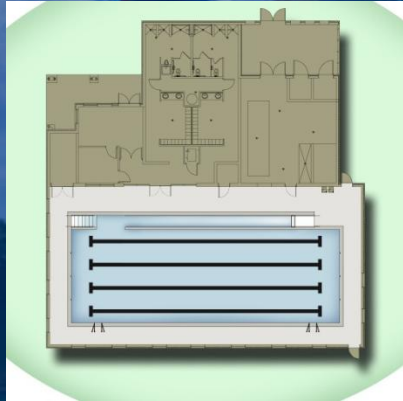


# Labor

LABOR ANALYSIS																			
Job Description	Hours Per Day							Cost Per Hour		Days per Season			Total Employer Expense						
	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain	Hourly Rate	Rate with overhead	Indoor	Outdoor	Sprayground	Therapy	Small Family Aquatic Center	Medium Family Aquatic Center	Indoor 50 Meter	Indoor 25 w/ Leisure	Pad	Fountain
Summer																			
Cashier	5	10	10	15	15	0	0	7.00	\$8.05	100	100	100	4,025	8,050	8,050	12,075	12,075	0	0
Pool Manager	5	11	15	16	15	0	0	9.00	\$10.35	100	100	100	5,175	11,385	15,525	16,560	15,525	0	0
Lifeguard	30	55	116	56	55	0	0	8.00	\$9.20	100	100	100	27,600	50,600	106,720	51,520	50,600	0	0
Indoor Leisure Guard	0	0	0	0	0	0	0	9.00	\$10.35	100	100	100	0	0	0	0	0	0	0
Outdoor Leisure Guard	0	0	0	0	0	0	0	9.00	\$10.35	100	100	100	0	0	0	0	0	0	0
Rec Attendant	0	0	0	0	0	0	0	7.00	\$8.05	100	100	100	0	0	0	0	0	0	0
Maintenance	0	4	6	4	4	2	2	15.00	\$17.25	100	100	100	0	6,900	10,350	6,900	6,900	3,450	3,450
Summer Total	40	80	147	91	89	2	2						\$36,800	\$76,935	\$140,645	\$87,055	\$85,100	\$3,450	\$3,450
Winter																			
Cashier	5	0	0	15	15	0	0	7.00	\$8.05	265	10	50	10,666	0	0	31,999	31,999	0	0
Pool Manager	5	0	0	16	15	0	0	9.00	\$10.35	265	10	50	13,714	0	0	43,884	41,141	0	0
Lifeguard	30	0	0	56	43	0	0	8.00	\$9.20	265	10	50	73,140	0	0	136,528	104,834	0	0
Indoor Leisure Guard	0	0	0	0	0	0	0	9.00	\$10.35	265	10	50	0	0	0	0	0	0	0
Outdoor Leisure Guard	0	0	0	0	0	0	0	9.00	\$10.35	265	10	50	0	0	0	0	0	0	0
Rec Attendant	0	0	0	0	0	0	0	7.00	\$8.05	265	10	50	0	0	0	0	0	0	0
Maintenance	0	6	6	4	4	1	1	15.00	\$17.25	265	10	50	0	1,035	1,035	18,285	18,285	863	863
Winter Total	40	6	6	91	77	1	1						\$97,520	\$1,035	\$1,035	\$230,696	\$196,259	\$863	\$863
Annual Labor Expense													\$134,320	\$77,970	\$141,680	\$317,751	\$281,359	\$4,313	\$4,313
Source: Counsilman-Hunsaker																			

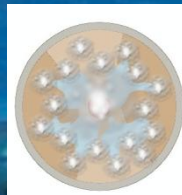
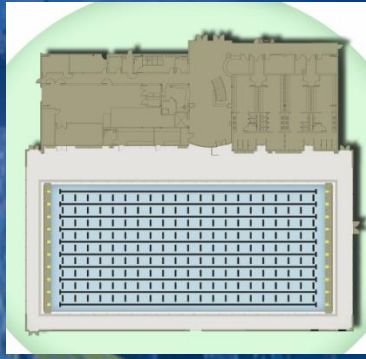


# Summary



OPINION OF CASHFLOW					
	2011	2012	2013	2014	2015
<b>Therapy</b>					
<b>Project Cost</b>	\$3,250,000				
<b>Attendance</b>	9,613				
Revenue	\$66,447	\$68,808	\$71,218	\$73,677	\$76,184
Expense	\$240,302	\$246,309	\$252,467	\$258,778	\$265,248
Operating Cashflow	(\$173,854)	(\$177,501)	(\$181,249)	(\$185,102)	(\$189,064)
<b>Recapture Rate</b>	<b>28%</b>	<b>28%</b>	<b>28%</b>	<b>28%</b>	<b>29%</b>
Capital Replacement Fund	\$16,300	\$16,300	\$16,300	\$16,300	\$16,300
Debt Service	(\$260,788)	(\$260,788)	(\$260,788)	(\$260,788)	(\$260,788)
Cashflow	(\$450,943)	(\$454,589)	(\$458,337)	(\$462,190)	(\$466,152)
<b>Small Family Aquatic Center</b>					
<b>Project Cost</b>	\$5,400,000				
<b>Attendance</b>	25,560				
Revenue	\$155,599	\$161,391	\$167,302	\$173,330	\$179,476
Expense	\$194,375	\$199,235	\$204,216	\$209,321	\$214,554
Operating Cashflow	(\$38,777)	(\$37,844)	(\$36,914)	(\$35,991)	(\$35,078)
<b>Recapture Rate</b>	<b>80%</b>	<b>81%</b>	<b>82%</b>	<b>83%</b>	<b>84%</b>
Capital Replacement Fund	\$27,000	\$27,000	\$27,000	\$27,000	\$27,000
Debt Service	(\$433,310)	(\$433,310)	(\$433,310)	(\$433,310)	(\$433,310)
Cashflow	(\$499,087)	(\$498,154)	(\$497,224)	(\$496,301)	(\$495,388)
<b>Medium Family Aquatic Center</b>					
<b>Project Cost</b>	\$9,760,000				
<b>Attendance</b>	56,554				
Revenue	\$336,207	\$348,981	\$362,013	\$375,303	\$388,851
Expense	\$352,174	\$360,978	\$370,003	\$379,253	\$388,734
Operating Cashflow	(\$15,966)	(\$11,997)	(\$7,990)	(\$3,950)	\$117
<b>Recapture Rate</b>	<b>95%</b>	<b>97%</b>	<b>98%</b>	<b>99%</b>	<b>100%</b>
Capital Replacement Fund	\$48,800	\$48,800	\$48,800	\$48,800	\$48,800
Debt Service	(\$783,168)	(\$783,168)	(\$783,168)	(\$783,168)	(\$783,168)
Cashflow	(\$847,934)	(\$843,965)	(\$839,958)	(\$835,918)	(\$831,850)

# Summary



OPINION OF CASHFLOW					
	2011	2012	2013	2014	2015
<b>Indoor 50 Meter</b>					
<b>Project Cost</b>	\$19,430,000				
<b>Attendance</b>	71,187				
Revenue	\$520,979	\$538,096	\$555,552	\$573,347	\$591,481
Expense	\$1,002,666	\$1,027,733	\$1,053,426	\$1,079,762	\$1,106,756
Operating Cashflow	(\$481,687)	(\$489,637)	(\$497,875)	(\$506,415)	(\$515,275)
<b>Recapture Rate</b>	<b>52%</b>	<b>52%</b>	<b>53%</b>	<b>53%</b>	<b>53%</b>
Capital Replacement Fund	\$97,200	\$97,200	\$97,200	\$97,200	\$97,200
Debt Service	(\$1,559,113)	(\$1,559,113)	(\$1,559,113)	(\$1,559,113)	(\$1,559,113)
Cashflow	(\$2,138,000)	(\$2,145,950)	(\$2,154,188)	(\$2,162,729)	(\$2,171,588)
<b>Indoor 25 w/ Leisure</b>					
<b>Project Cost</b>	\$15,901,000				
<b>Attendance</b>	77,513				
Revenue	\$513,210	\$532,231	\$551,643	\$571,447	\$591,643
Expense	\$767,640	\$786,831	\$806,501	\$826,664	\$847,330
Operating Cashflow	(\$254,429)	(\$254,600)	(\$254,858)	(\$255,217)	(\$255,687)
<b>Recapture Rate</b>	<b>67%</b>	<b>68%</b>	<b>68%</b>	<b>69%</b>	<b>70%</b>
Capital Replacement Fund	\$79,600	\$79,600	\$79,600	\$79,600	\$79,600
Debt Service	(\$1,275,937)	(\$1,275,937)	(\$1,275,937)	(\$1,275,937)	(\$1,275,937)
Cashflow	(\$1,609,967)	(\$1,610,137)	(\$1,610,396)	(\$1,610,754)	(\$1,611,225)
<b>Pad</b>					
<b>Project Cost</b>	\$524,000				
<b>Attendance</b>	5,474				
Revenue	\$0	\$0	\$0	\$0	\$0
Expense	\$14,972	\$15,346	\$15,730	\$16,123	\$16,526
Operating Cashflow	(\$14,972)	(\$15,346)	(\$15,730)	(\$16,123)	(\$16,526)
<b>Recapture Rate</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Capital Replacement Fund	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700
Debt Service	(\$42,047)	(\$42,047)	(\$42,047)	(\$42,047)	(\$42,047)
Cashflow	(\$59,719)	(\$60,094)	(\$60,477)	(\$60,871)	(\$61,274)
<b>Fountain</b>					
<b>Project Cost</b>	\$344,000				
<b>Attendance</b>	4,379				
Revenue	\$0	\$0	\$0	\$0	\$0
Expense	\$10,464	\$10,725	\$10,993	\$11,268	\$11,550
Operating Cashflow	(\$10,464)	(\$10,725)	(\$10,993)	(\$11,268)	(\$11,550)
<b>Recapture Rate</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Capital Replacement Fund	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
Debt Service	(\$27,603)	(\$27,603)	(\$27,603)	(\$27,603)	(\$27,603)
Cashflow	(\$39,867)	(\$40,129)	(\$40,397)	(\$40,672)	(\$40,953)



# Pools By Population

Shreveport, LA	199,370	9	22,152
Spokane, WA	197,520	5	39,504
Irving, TX	193,571	7	27,653
Salt Lake City, UT	178,238	2	89,119
Amarillo, TX	185,700	3	61,900
Salem, OR	150,361	2	75,181
Grand Prairie, TX	150,000	4	37,500
Alexandria, VA	148,100	7	21,157
Eugene, OR	145,981	3	48,660
Hampton, VA	145,646	7	20,807
Torrance, CA	145,516	1	145,516
Evansville, IN	121,582	9	13,509
McKinney, TX	115,600	3	38,533
Independence, MO	109,159	1	109,159
Richardson, TX	100,500	5	20,100
<b>AVERAGE</b>	<b>152,456</b>	<b>5</b>	<b>33,630</b>

Source: Counsilman-Hunsaker

*Note: Alexandria currently operates 5 public pools*

# Aquatic Master Planning Approaches

- Neighborhood Approach – Offer numerous smaller facilities with one body of water for each neighborhood.
- Community Approach – Offer multiple medium facilities each with multiple bodies of water located throughout the community
- Central Approach – Offer one centralized facility with several bodies of water to serve the entire community.





# SWOT Analysis

## Neighborhood Approach

- Strength
  - Closer proximity to residents
- Weakness
  - Greater operating costs with multiple aquatic centers
- Opportunities
  - Lower capital costs for each facility (phasing)
- Threats
  - Keeping the multiple aquatic centers sustainable with the economy



# SWOT Analysis

## Community Approach

- Strength
  - greater experience for residents
- Weakness
  - Higher capital cost for each facility compared to Neighborhood Approach
- Opportunities
  - Net operations would be reduced compared to Neighborhood approach
- Threats
  - Non-resident users over crowding the facility



# SWOT Analysis

## Central Approach

- Strength
  - Aquatic Master Plan would be realized sooner
- Weakness
  - Longer drive time for most residents
- Opportunities
  - Community hub profile
- Threats
  - Higher admission fees over what residents might expect to pay

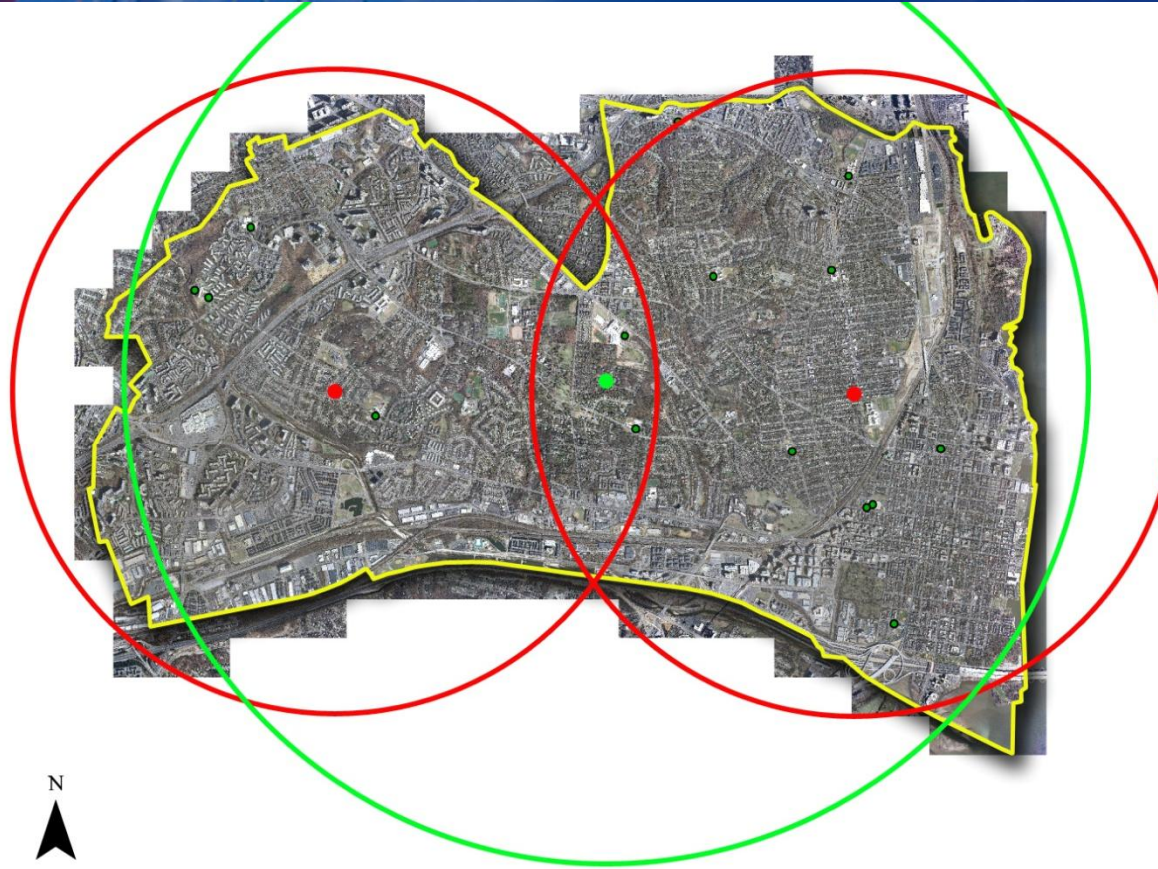


# National Trends

- Larger and fewer facilities
- Multiple bodies of water
  - Competition
  - Recreation
  - All age groups
- Spraygrounds
- Indoor / Outdoor Mega Facilities



# Three Pool Scenario



Note: This scenario does not include specialty facilities like a therapy pool or splash pads. These facilities would be an additional capital cost and operational cost to the selected plan.

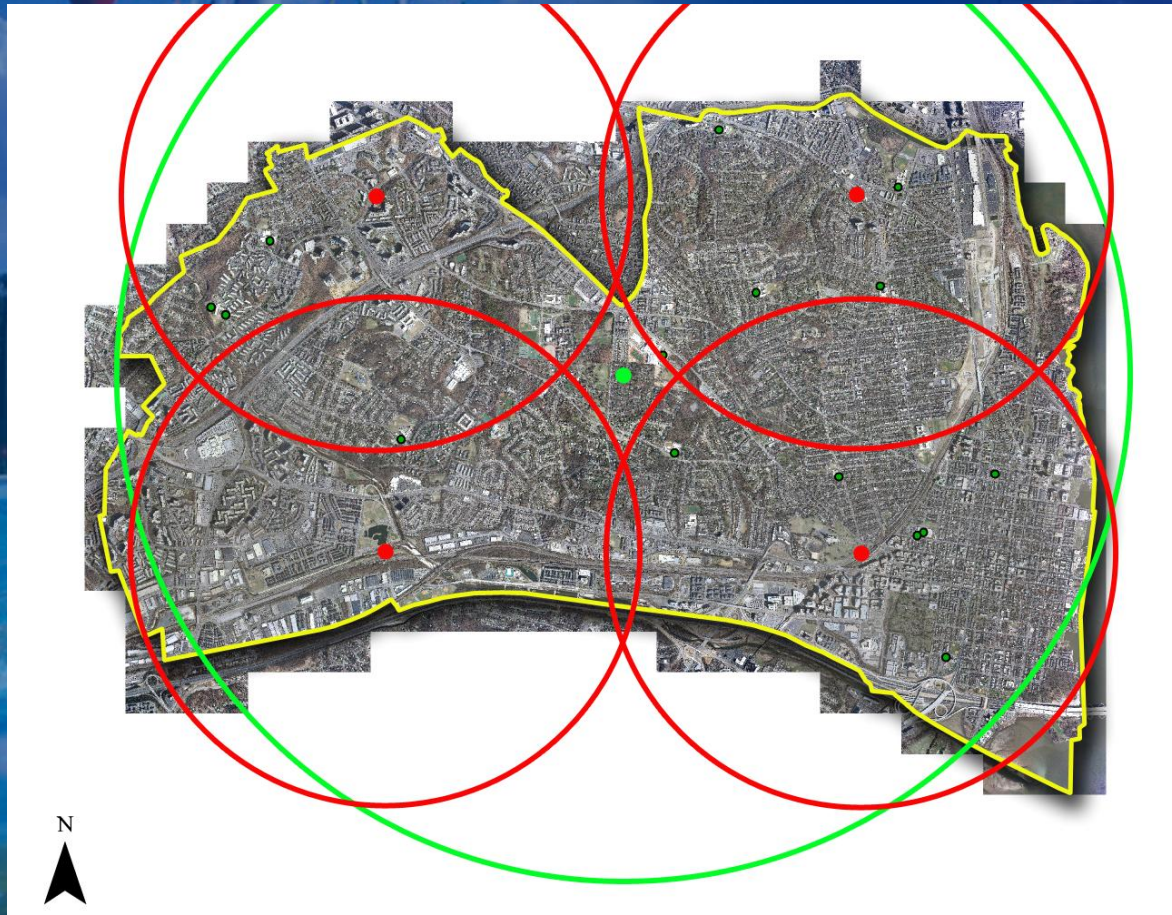
3 Pool Scenario	West	Central	East	Total
Pool Type	MFAC	Indoor 25 w/ Leisure	MFAC	
Project Cost	\$9,760,000	\$15,901,000	\$9,760,000	\$35,421,000
Attendance	56,554	77,513	56,554	190,621
Revenue	\$336,207	\$513,210	\$336,207	\$1,185,625
Expense	\$352,174	\$767,640	\$352,174	\$1,471,987
Operating Cashflow	(\$15,966)	(\$254,429)	(\$15,966)	(\$286,362)
<b>Recapture Rate</b>	<b>95%</b>	<b>67%</b>	<b>95%</b>	<b>81%</b>
Capital Replacement Fund	\$48,800	\$79,600	\$48,800	\$177,200
Debt Service	(\$783,168)	(\$1,275,937)	(\$783,168)	(\$2,842,273)
Cashflow	(\$847,934)	(\$1,609,967)	(\$847,934)	(\$3,305,835)



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and Associates, Inc.



# Five Pool Scenario



Note: This scenario does not include specialty facilities like a therapy pool or splash pads. These facilities would be an additional capital cost and operational cost to the selected plan.

5 Pool Scenario	North West	South West	Central	North East	South East	Total
Pool Type	SFAC	SFAC	Indoor 25 w/ Leisure	SFAC	SFAC	
<b>Project Cost</b>	\$5,400,000	\$5,400,000	\$15,901,000	\$5,400,000	\$5,400,000	\$37,501,000
<b>Attendance</b>	25,560	25,560	77,513	25,560	25,560	179,754
Revenue	\$155,599	\$155,599	\$513,210	\$155,599	\$155,599	\$1,135,606
Expense	\$194,375	\$194,375	\$767,640	\$194,375	\$194,375	\$1,545,141
Operating Cashflow	(\$38,777)	(\$38,777)	(\$254,429)	(\$38,777)	(\$38,777)	(\$409,536)
<b>Recapture Rate</b>	<b>80%</b>	<b>80%</b>	<b>67%</b>	<b>80%</b>	<b>80%</b>	<b>73%</b>
Capital Replacement Fund	\$27,000	\$27,000	\$79,600	\$27,000	\$27,000	\$187,600
Debt Service	(\$433,310)	(\$433,310)	(\$1,275,937)	(\$433,310)	(\$433,310)	(\$3,009,177)
Cashflow	(\$499,087)	(\$499,087)	(\$1,609,967)	(\$499,087)	(\$499,087)	(\$3,606,313)



# Questions

1. What do we like about our current community aquatics?
2. What programming amenities do we need to support the future of aquatics in Alexandria?
3. What don't we need to include in the future of aquatic programming in the community?
4. What other information do you want to share?





# City of Alexandria Aquatic Facilities Master Plan

Presented By:

Kimley-Horn  
and  
Counsilman ▪ Hunsaker

May 4, 2011